

## ABSTRACT

This invention relates to a permanent magnet molding apparatus and has as an object an improvement in productivity and reliability thereof. This invention includes a transferable metal die unit (7) including a die having a cavity of a desired cross-sectional shape in which magnet molding material powder is filled, the cavity extending in groovelike form in a specific direction on a surface of the die, a lid member placed to cover the cavity, and a pair of punches having the same cross-sectional shape as the cavity, the punches being capable of fitting in the cavity from both ends thereof and made slidable in directions in which the punches go into contact with and become separated from the magnet molding material powder, pressurizing means (17, 18) for holding the metal die unit (7) which has been transferred with the magnet molding material powder filled in the cavity and for pressurizing the magnet molding material powder by driving the two punches such that the punches slide in their approaching directions, and magnetic field generating means (21, 22) for magnetizing the pressurized magnet molding material powder while applying a magnetic field thereto in a direction perpendicular to a direction of pressurization.